## ABSTRACT

A computer-implemented method, system and computer program product are provided for simulating two or more suppliers in a market and forecasting their financial performance, with one supplier using optimization that utilizes feedback in generating an optimal price. In use, an optimal price is generated for the designated supplier. All suppliers compete in a simulated market place. A result of utilizing the optimal price is identified for the supplier with optimization and a reaction may then be carried out based on that result. The suppliers compete in a simulated market place again, and their financial performance recorded.